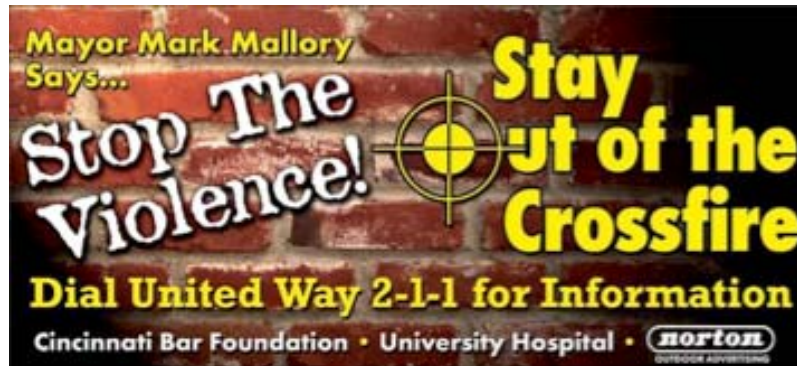


PUBLIC SAFETY AWARENESS CAMPAIGN



“We have called for people to step up take an active role in making our city safer, and they are responding. The more people who step and get involved in fighting crime the more success we are going to have.”

- Mayor Mark Mallory

In July, Mayor Mark Mallory launched the Public Safety Awareness Campaign. The program is designed to encourage citizens to be proactive in keeping themselves and others safe. The campaign challenges citizens to be an active part of fighting crime and making our city safer. This is a new effort in the Mayor’s ongoing campaign to improve public safety in Cincinnati.

The public safety awareness campaign is a call to action for citizens to get involved in improving the safety of our city. Citizens should call the United Way’s 211 phone line to find out what they can do to help put a stop to violence in Cincinnati. The campaign is going to link citizens to the resources that they need in order to help themselves, their friends and families, and the whole city. 211 will also provide people with information about the positive activities and events in Cincinnati that people can get involved with as alternatives to the negative behaviors that contribute to violent activities.

At the press announcement, Mayor Mallory unveiled a message that will be appearing on 20 billboards throughout the city to deliver the message: “Mayor Mallory says... Stop the Violence! Stay out of the Crossfire. Dial United Way 2-1-1 for Information.”

The Mayor’s Office partnered with Norton Outdoor Advertising and United Way of Greater Cincinnati for the initiative. Tom Norton of Norton Outdoor Advertising donated space on 20 billboards around Cincinnati for the Mayor to send his anti-violence message. The United Way contributed by offering the use their 211 line for citizens to call in and get information about how to help.

For Further Information:

[The United Way of Greater Cincinnati](#) – 211